ORDER

Order / Rev: 684834 **Orders** Alt Order #: 06150689 **Product Desc: CROSSROADS GPS WUSA** Estimate: 597 Flight Dates: 06/06/12 - 06/12/12 Primary AE: Aaron Ashe T-WAS Original Date / Rev: 05/18/12 / 05/18/12 Sales Office: **Political** Sales Region: NAT Order Type: Agency Name: Crossroads Media/ POL **Buying Contact:** Billing Type: Cash **Billing Contact: Broadcast** Billing Calendar: 88 Canal Center Plaza Suite 555 Billing Cycle: EOM/EOC Alexandria, VA 22314 **Agency Commission:** 15% Advertiser Name: **Crossroads GPS** A35+ Demographic: New Business Thru: **Product Codes:** IS-Issue/Ballot,IS-Issue/Non 00:15:00 Order Separation: P-5 Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/12/12	22	\$24,350.00	\$20,697.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	22	\$24,350.00	\$20,697.50	44.10
Totals	22	\$24,350.00	\$20,697.50	44.10

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	•	•	Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WUSA	19%	\$24,350.00
Market	100%	\$128,157,89

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$30,757.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$44,855.26
WTTG	22%	\$28,194.74
WWPX	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	I Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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9 NEWS	NOW @	6AM										

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WUSA

Order / Rev:

684834

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates:

06150689

06/06/12 - 06/12/12

150689

Product Desc:

CROSSROADS GPS

Estimate:

597

Ln Ch Start End		eak Start/En	d Time Days	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
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Page 3 of 3 Print Date: 05/18/12 14:54:55

Order / Rev:

684834

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates: 06150689

Product Desc:

06/06/12 - 06/12/12

CROSSROADS GPS

Estimate:

597

WUSA

Price is Right	Lei	n Spots	Rate Pri	Rtg Type Spo	ts	Amount
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7800 TEL# 703 528 CREDIT ADVISORY:

7880

FAX# 703 528

FROM REP

AGENCY CREDIT RISK !!!
HARRIS RPT. F ORDER WORKSHEET

MAY18/12 12.18 *** WUSA-TV *** CROSSROADS MEDIA LLC DATE 1/AGENCY# BIAS#

*** ORIGINAL REV#0 ***

REP HEÂDLINÊ# 6150689

NEN ADD

ă WASHINGTON GPS ISS/CROSSROADS GPS CODE CROSSROADS AARON ASHE 10/BILL 9/AREA MO-SU 64/ACON EST#597 4/SLSP# 2/ADVERTISER# 21/BILL WK 63/PCON 3/PROD# 20/EOS 5/REP# PARTIAL LINE/S LINE/S ORDER DELETE

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16/BYR

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CO-OP KEY

57/CO-OP TYPE

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59/STATE

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AGENCY

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WK-1 END DATE-JUN12/12 VA 22314 ALEXANDRIA, START DATE-JUN6/12 ADDRESS

PLS CFM, THX! 5/18 **NEW ORDER** TTLS:24350 FR: HILARY TO: LANCE REP:

CASH IN ADVANCE SCHEDULE **** 4 SI SIHL **** Σ ZON

CROSSROADS GPS

PRICE 16/ PLAN END CLS SEC DATE 13/ 14/ BEGIN LNTH TIME PTRN BEGIN END TIME DAYS Ü #Z1 REP BS LN#

AGENCY EST# 12 a ADVERTISER CODE PRODUCT CODE = AGENCY AGENCY

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9 NEWS AT NOON 2.3 9 NEWS AT NOON PROGRAM RA35+

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FAX# 703 528 7880 CREDIT RISK !!! HARRIS RPT. FROM REP REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

MAY18/12 12.18 *** WUSA-TV ***

REP HEADLINE# 6150689

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MAY18/12 12.88 REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP N

REP HEADLINE# 6150689

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MAY18/12 12.18 *** WUSA-TV *** REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

REP HEADLINE# 6150689

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SVC- NSI DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Stephanie o hereby reque		erning the follo	owing issue:	Da	te:
Crossroads C	SPS (Grassroots	Policy Strate	egies)		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Total Char	ges:				
Does the p	ime will be used by crogramming (elating to any	(in whole o	r in part)		
	☐ Yes			× No	

importance," list the name of the	icates a message relating to any pelegally qualified candidate(s) thate(s) of the election(s) (if application)	e programming refers to, the
For programming that "communi	icatos a massago relating to any n	political matter of national
importance," attach Agreed Upor		officer flacts, or flactories
I represent that the payment for	the above described broadcast tin	ne has been furnished by:
	ew York Ave. NW, Washing er Steven Law- Board Chair	
and you are authorized to annour furnishing the payment, if other t		erson or entity. The entity
a corporation; a comm	nittee; 🗵 an association; 🗆 o	r other unincorporated group.
The names, offices, and addresse agents of the entity are named be		
THIS STATION DOES NOT DIS		SCRIMINATION ON THE BASIS ISING.
I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the scheduled b	ensue from the broadcast of the ated broadcast(s), I also agree delivered to the station at least	above-requested to prepare a script,
TO BE ŞIG	NED BY ISSUE ADVE	RTISER
6/1/12 St	NM	703-299-1760
•	ignature	Contact Phone Number
TO BE SIGN	ED BY STATION REP	RESENTATIVE
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title